

WHAT IS CLAIMED IS:

1. A method for interfacing a user location on a network to a destination location on the network, comprising the steps of:

5 scanning a bar code having product information contained therein relating to an associated product, which bar code has no network routing information contained therein;

extracting product information contained within the bar code;

10 defining routing information over the network from the user location to the destination location in response to the steps of scanning and extracting, which routing information defines the location of the destination location on the network; and

interconnecting the user location to the destination location in accordance with the defined routing information.

2. The method of Claim 1, and further the comprising the steps of receiving information from the destination location in response to interconnecting thereto and displaying the received information.

3. The method of Claim 1, wherein the bar code is disposed on or in close association with the associated product.

4. The method of Claim 3, wherein the bar code comprises a ISBN bar code.

5. The method of Claim 3, wherein the bar code comprises an EAN bar code.

6. The method of Claim 3, wherein the bar code comprises a UPN bar code.

7. The method of Claim 1, wherein the step of defining the routing information comprises defining a universal resource locator (URL) of the destination location over the network in response to the step of scanning and extracting.

8. The method of Claim 1, wherein the step of defining routing information comprises the step of determining the existence of predetermined association between the scanned bar code and routing information for the destination location on the network.

9. The method of Claim 8, wherein the step of determining the predetermined association comprises the step of accessing a database of a plurality of predetermined associations between a plurality of bar codes and associated routing information and determining if there is a corresponding bar code in the database.

10. The method of Claim 9, wherein the step of accessing comprises the steps of:

transmitting the extracted information from the bar code to an intermediate location on the network;

5 providing an associative database at the intermediate location, which associative database has stored therein the plurality of bar codes and associated routing information;

comparing the extracted information in the bar code received at the intermediate location with the database; and

10 if there is a corresponding bar code in the database to the extracted information in the bar code, returning the routing information to the user's location.